



# TASTE THE FUTURE

## COLOGNE, 07. - 11.10.2023



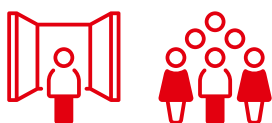
# FIGURES. DATA. FACTS.



## ANUGA BREAD & BAKERY



### Anuga - the trade fair



#### Exhibitors and visitors\*

Exhibitors 7,972 **+8%\***

Visitors 169,653 **+3%\***

\*Data collection based on the last regular Anuga 2019.

### Anuga - digital



4,643 suppliers from 98 countries

26,000 visitors from 137 countries

Networking: Almost 40,000 contact requests

### Event - Highlights

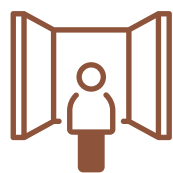
**ANUGA***taste* **INNOVATION SHOW** 

**ANUGA**  
NEW FOOD CONFERENCE

**ANUGA**  
ORGANIC SUPERMARKET 

# ANUGA BREAD & BAKERY: FIGURES. DATA. FACTS.

## Exhibitors



**433**

Exhibitors Anuga Bread & Bakery in total



**90.5%**

International exhibitors Anuga Bread & Bakery



**9.5%**

National exhibitors Anuga Bread & Bakery

### Origin of the exhibitors

Europe (excl. GER)	312
Asien	69
Germany	41
America	10
Australia	1

### Top countries of origin of exhibitors (excl. GER)

1 Italy	6 Spain
2 China	7 Belgium
3 Turkey	8 France
4 Greece	9 Poland
5 Romania	10 The Netherlands

**80%**

of the exhibitors of Anuga Bread & Bakery are planning to exhibit at the next edition of Anuga in 2021.

**93%**

of exhibitors at Anuga Bread & Bakery 2021 would recommend participation in Anuga to a company they are friends with.

**In 2021, Anuga was once again the world's largest international food and beverage trade fair**

## Visitors



**59,500**

Visitors Anuga Bread & Bakery in total



**59.7%**

International visitors Anuga Bread & Bakery



**40.3%**

National visitors Anuga Bread & Bakery

### Origin of the visitors

Germany	23,979
Europe (excl. GER)	21,880
Asia	6,181
America	5,115
Africa	1,492
Australia	853

### Top countries of origin of visitors (excl. GER)

1 The Netherlands	6 USA
2 France	7 Poland
3 Italy	8 Great Britain
4 Belgium	9 China
5 Spain	10 Austria

**80%**

Overall, of the visitors of Anuga Bread & Bakery are (very) satisfied with the degree to which their fair objectives are achieved.

### Area of responsibility (extract)

Business, company, factory managers	25.3%
Sales, distribution	16.9%
Purchasing, procurement	14%
Research and Development	7.9%
Marketing, PR	7.2%
Manufacturing, production, quality control	6.1%
Finance and administration	1.9%
Other departments	20.7%

**92%**

of the visitors of Anuga Bread & Bakery would recommend a good business acquaintance to visit Anuga.

### Selected top visitors Anuga\*

Accor Hotels, Aeon, Albert Heijn, Amazon, Burger King, Carrefour, Chefs Culinar, Coop, Costco, Edeka, Ikea, Intercontinental Hotels & Resorts, jet, Joybuy, Jumbo Supermarkten, Kroger, L'Osteria, LSG-Sky Chefs, Maritim Hotels, McDonald's, Mercadona, Metro, Migros, Rewe digital, Rewe Group, Sainsbury's, Sam's Club, Schwarz Gruppe, Sobey's, SPC, Starbucks Coffee, Steigenberger Hotels and Resorts, Sysco, Tank & Rast, The Ash, TransGourmet, Vapiano, Walmart, Yorma's

### Business sectors

Wholesale and retail trade	32.1%
Food service/out-of-home market	24.6%
Industry	15%
Import /Export	12.8%
Service providers	7.3%
Others	8.2%